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- North Carolina ■ Oklahoma ■ Puerto Rico
- South Carolina ■ Tennessee ■ Texas ■ Virginia
- West Virginia

Private Label Manufacturers' Association Show

It's a Store Brands World

Chicago • November 11-13, 2012

- 9 of 10 consumers say that store brands are as good as or better than the national food brands on the shelf
- Ideal trade show for manufacturers looking to increase their private label business and take advantage of excess production capacity

Are you already making and selling private label products? If so, the 2012 PLMA show is the place to be. This 2-day trade show is where retailers and private label suppliers meet to form and solidify business relationships. Private label sales are growing in the U.S. and in international markets. This trend, which began almost a decade ago, has accelerated with the recent economic recession. Store brands, or private label brands, are a \$90 billion industry in the U.S. and now account for almost 30% of all food products sold.

Best Prospects:

■ Processed Foods	■ Gluten-Free
■ Snacks	■ Organic
■ Beverages	■ Healthy

Important Information:

- Participation fee of **\$500** includes a 10x10 booth and SUSTA booth signage
- First-time exhibitors are encouraged to apply. Participation in this project is limited to three consecutive years
- Participants must be willing to join PLMA (approximately \$1,000) and pursue international sales
- Reimbursement for shipping charges up to 100 lbs (gross weight) of product samples
- Participants are responsible for travel arrangements, accommodations, booth design, and drayage
- Register by **August 31, 2012**. No refund for cancellations after October 1, 2012
- Sign up on the Events page at www.susta.org
- Activity participation fee and dates are subject to change



Register on the Events page at www.susta.org

Contact:

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West Virginia Dept. of Agriculture

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SUSTA 2012 Participation Agreement

PRIVATE LABEL MANUFACTURERS' ASSOCIATION (PLMA) SHOW, 2NA41, NOVEMBER 11-13, 2012

Thank you for your interest in the [INSERT ACTIVITY NAME]. Below you will find the terms and conditions of this activity accompanied by a registration invoice. Please read the terms and conditions carefully. To complete registration, fill out the information below and return this form and the invoice along with your payment to the Southern United States Trade Association.

Company Name:

Contact Name:

Please initial each statement:

I certify that my company is a registered business in the U.S.

I certify that my product(s) or ingredients(s) are grown in the U.S.

I certify that my company will promote product(s) that is at least 50% U.S. origin (excluding added water and packaging) at this event?

I certify that my company is small by SBA standards

Participant Terms and Conditions

First-time exhibitors are encouraged to apply. Participation in this project is limited to three consecutive years.

Participants must be willing to join PLMA (cost approx \$1,000) and pursue international sales.

The participation fee of \$500 includes a 10x10 booth, and SUSTA booth signage.

SUSTA will reimburse participants for shipping charges incurred up to 100 lbs (gross weight) of product samples.

Company Evaluation

Participation in our Generic activities requires each company to complete two evaluations. The first evaluation is completed directly following the activity; the second evaluation six months later. Company data is collected for aggregate statistical reporting purposes only. Your feedback assists SUSTA to plan future promotions and evaluate how effective this activity is in assisting you in your exporting efforts. Proprietary information provided is always maintained as business confidential unless otherwise indicated. SUSTA uses an independent consultant firm to assist with six-month evaluations. I understand that I am responsible for completing two evaluations.

Signature:

Consequences

The U.S. Foreign Agricultural Service maintains strict rules on products being promoted and displayed and regularly audits us for compliance. Therefore, SUSTA and State Department of Agriculture Activity Managers reserve the right to ask you to remove any products from the exhibition space that are not of U.S. origin or otherwise against FAS policy. We also reserve the right that if guidelines are not followed to prohibit your company from participating in any future activities.

Print Name:

Title:

Signature:

Date:



SUSTA 2012 Registration Invoice

COMPANY NAME :	
CONTACT NAME:	TITLE:
PHYSICAL ADDRESS:	CITY:
STATE:	ZIP CODE:
PHONE:	FAX:
EMAIL:	WEBSITE:

Activity Name: Private Label Manufacturer's Assoc. Show	Activity Number: 2NA41
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Company Description:	
Company Size:	
Date Established:	
Annual Sales:	
Total Value of Exports:	
Products:	
Current Export Markets:	

SUSTA Services at the Trade Show

The participation fee of \$500 includes a 10x10 booth, and SUSTA booth signage.

SUSTA will reimburse participants for shipping charges incurred up to 100 lbs (gross weight) of product samples

By submitting this form, I understand that I am committing to participate in the SUSTA activity and will be contacted by an Activity Manager.

Name (print): _____ Signature: _____

Date: _____ Title: _____

Participation Fee

The participation fee for this activity is \$500. This participation fee will entitle you to all of the services outlined above.

I will be paying by: Check Credit Card

Paying By Check:

All checks should be payable to the **Southern U.S. Trade Association**. Mail check with Participation Agreement and this invoice to:

Southern United States Trade Association
701 Poydras Street, Ste 3725
New Orleans, LA 70139

Paying By Credit Card:

Please complete the attached One-time Credit Card Authorization Form and email the Participation Agreement, Registration Invoice and Credit Card Authorization to Elizabeth@susta.org or fax to 504-568-6010 or mail to the address above.

All statements made in this application are subject to investigation. Any false or dishonest answer to any question may be grounds for denial or subsequent revocation. SUSTA retains the sole and exclusive authority to reject applicants if, in the sole opinion of SUSTA, it does not comply with MAP or FAS regulations, any laws of the United States, if there is an outstanding question regarding its validity, or otherwise not deemed in accordance with its construction of its purpose. SUSTA does not discriminate in its programs on the basis of race, color, national origin, sex, religion, age, political beliefs, or marital/family status.

